



July 26, 2023

Maternal Health Equity and Well-being Learning Series

Part 3: Building and Mobilizing Support



“

Systems are not like the
weather. They are
decisions we have made.

”



SINSI HERNÁNDEZ-CANCIO

With Gratitude to Our Partners:



WEBINAR SERIES TEAM

This is the final session of the 3-part series.



Dr. Sarah Verbiest



Kimberly Harper



Gretchen Bellamy



Suzanne Woodward



SERIES OBJECTIVES

Objective 1

Participants will deepen their understanding of the postpartum experience including historical and systemic challenges and barriers to maternal well-being and health equity nationally and in their communities.

Objective 2

Participants will identify strategies and action steps that can improve maternal well-being and health equity for the families they serve.

Objective 3

Participants will identify strategies to facilitate community connections to better partner with parents and families in receiving the supports and attention they need to survive and thrive.



4th Trimester Project Presents:

MATERNAL HEALTH EQUITY & WELL-BEING WEBINAR SERIES

Webinar #3: Building and Mobilizing Postpartum Support

Presented by: Drs. Natalie Hernandez and
Stephanie Baker

Wednesday, July 26 2023 11-12pm CT



SESSION SPEAKERS



Dr. Stephanie Baker

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Presenter details at: NewMomHealth.com



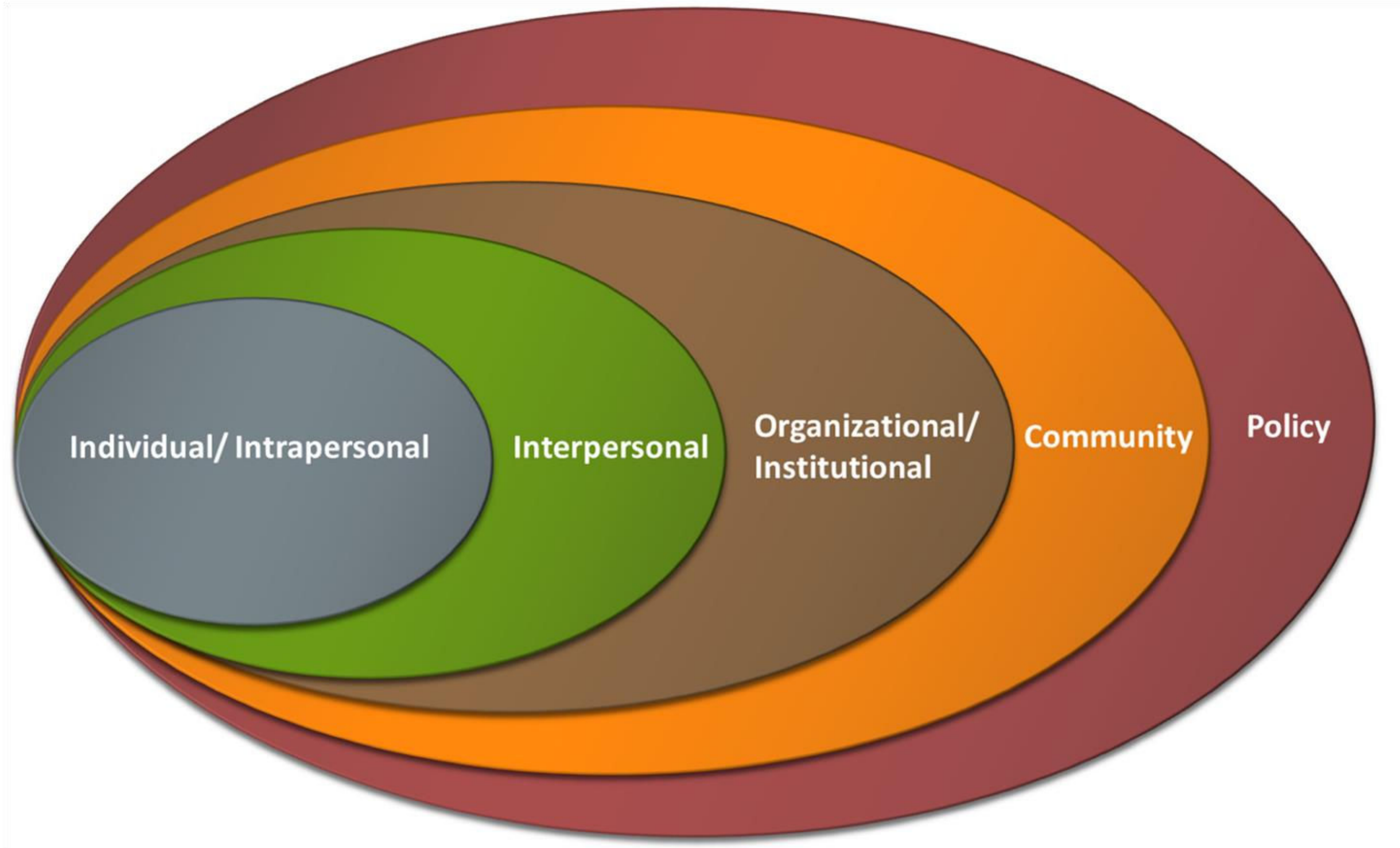
Question

Think about a time when you needed support or assistance in your life.

What people and/or organizations were able to help you during those times?

Please type your answers into the chat.

Social Ecological Model

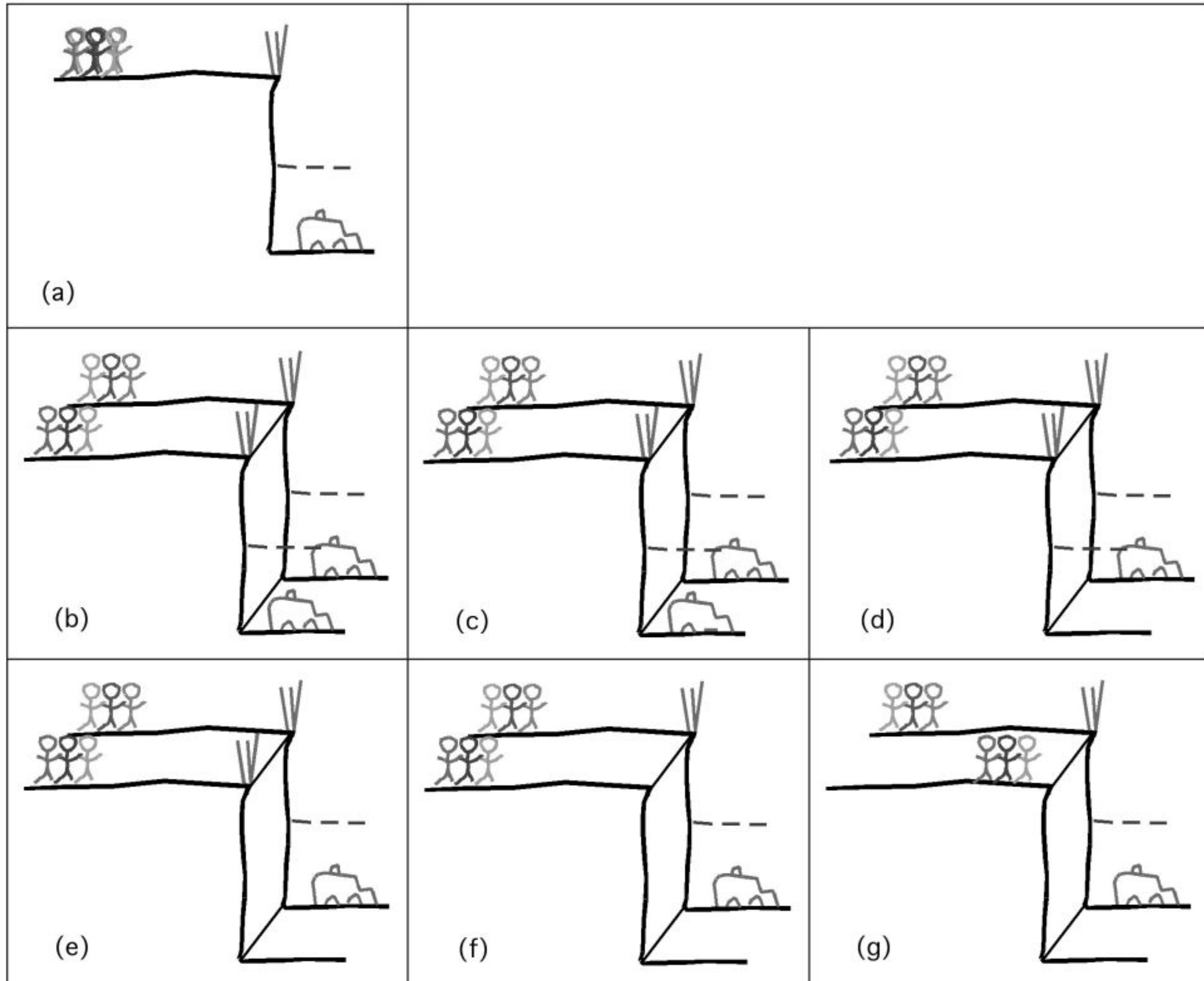


Social Ecological Model

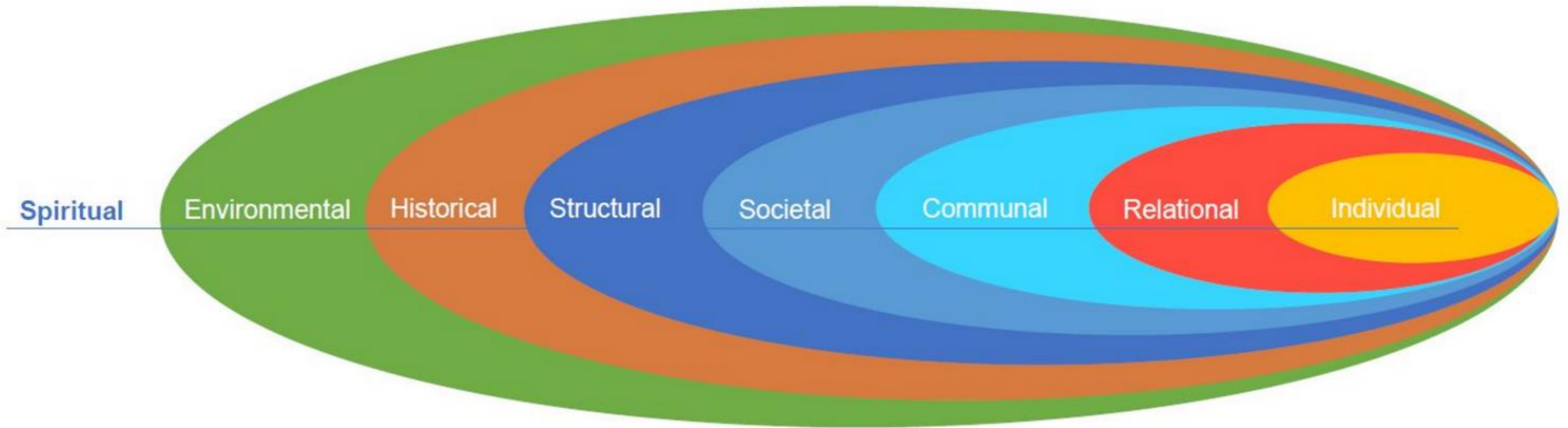
- (1) intrapersonal factors—characteristics of the individual such as knowledge, attitudes, behavior, self-concept, skills, etc. This includes the developmental history of the individual.
- (2) interpersonal processes and primary groups—formal and informal social network and social support systems, including the family, work group, and friendship networks.
- (3) institutional factors—social institutions with organizational characteristics, and formal (and informal) rules and regulations for operation.
- (4) community factors—relationships among organizations, institutions, and informal networks within defined boundaries.
- (5) public policy—local, state, and national laws and policies.

A newborn baby is lying down, being held and supported by several hands of different skin tones. The hands are positioned around the baby's head, neck, and torso, conveying a sense of care and protection. The background is softly blurred, focusing attention on the hands and the baby.

SEM
application
example to
lactation



Black Women's Blueprint Culturally Specific Model



Building a Community Circle of Postpartum Support

Goal: To create a system of care for women/birthing people through the first year postpartum

- Connect postpartum women/birthing people with a support network of providers, resources and peers to address those needs
- Activate the power of postpartum women/birthing people to create a community built on shared experiences





Discussion Question

- What do you think a “perspective of abundance” means?
- Can you think of an example?

Asset Mapping: A Tool



- Asset Mapping provides information about the strengths and resources of a community and can help uncover solutions.
- What is a Community Asset?
- Assets include:
 - Capabilities and abilities of community members
 - A physical structure or place (e.g., school, church, library, recreation center, etc.)
 - A business that provides jobs and supports the local economy
 - Associations of community members or citizens (e.g., Parent Teacher Association or Neighborhood Watch)
 - Local private, public, and non-profit organizations

Asset Mapping



When to use?

- You want to start a new local program and need information about available resources
- You are making program decisions
- You want to mobilize and activate power of community

Planning Asset Mapping



- Define community boundaries
- Identify and involve partners
- Determine what type of assets to include
- List the assets of groups
- List the assets of individuals
- Organize assets on a map

Planning Asset Mapping

Define community boundaries

Reflect and work with your clients to understand their perceptions of their community or neighborhood

Identify and involve partners

Find people and organizations that support postpartum women/birthing people. Involve people and organizations that have different community networks knowledge about the neighborhood/community

Determine what type of assets to include

Physical assets (buildings), people, access to public, legitimacy and trust in community

Planning Asset Mapping

List the assets of groups

- Begin by creating a list of groups and resources you are aware of
- Use other sources of information. These can include
 - Google search
 - Local neighborhood/city directories
 - Neighborhood businesses
 - Published list or organizations/social service directories (Healthy Start, BMMA website)
 - Community Resource Guides
 - Local newspaper
 - Bulletin Boards
 - Local Parks, recreation facilities and community centers
 - Payers
 - Friends and Colleagues





Planning Asset Mapping

List the assets of individuals

- A. Decide on the community or area you want to cover.
- B. Identify groups of individuals where asset identification may be helpful.
- C. Determine the assets you want to identify from individuals and draft your survey questions accordingly.
- D. Design a method to ask questions.
- E. Gather information from key stakeholders



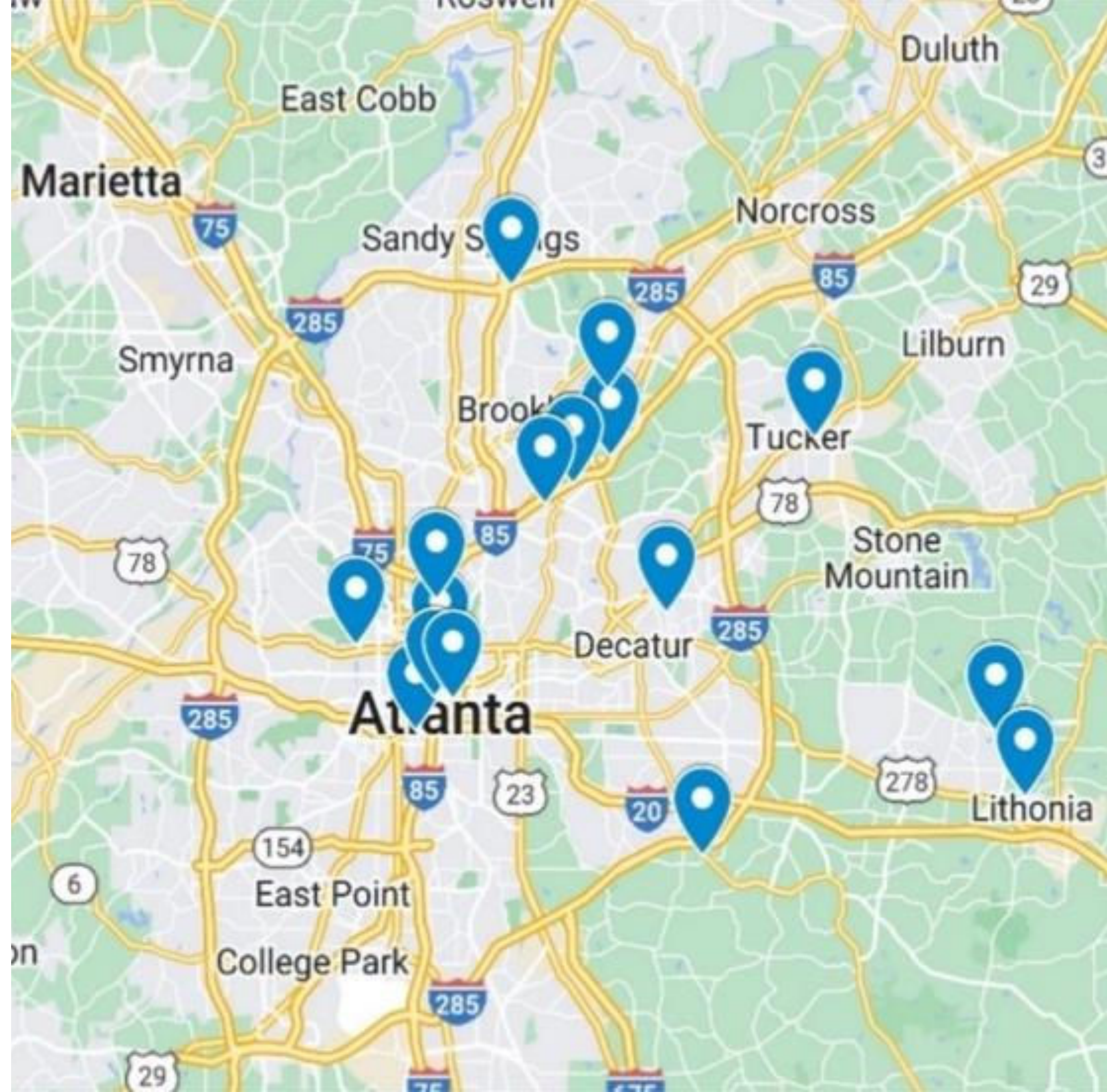
Discussion Question

What does "abundance" look like in your community?

How do you currently connect clients with resources?

Planning Asset Mapping

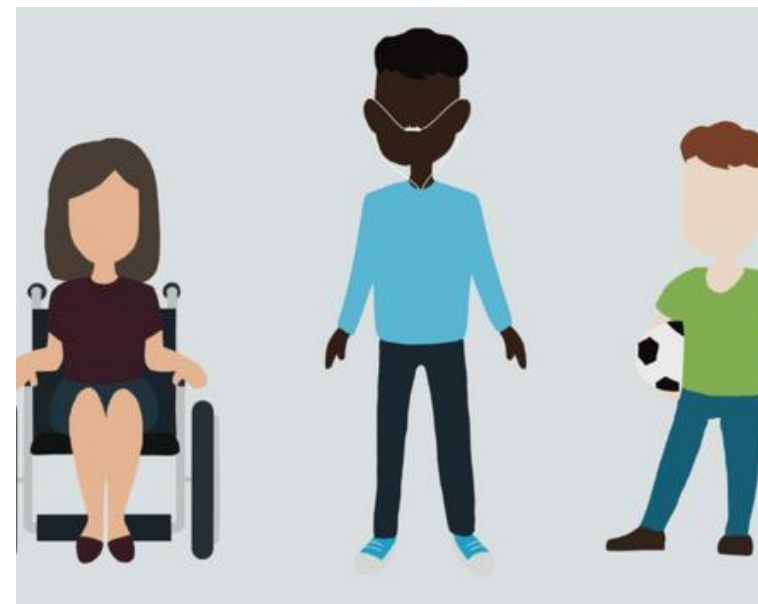
- Organize assets on a map
- Mapping community assets on street maps allows communities to see if there is a concentration of available programs, service overlaps, gaps in services, and unmet community health needs.
- [Asset Map Toolkit \(1\).pdf](#)



Advantages and Disadvantages of Asset Map

| Advantages | Disadvantages |
|---|---|
| <ul style="list-style-type: none">• Builds on existing community assets• Mapping the inventory creates a visual depiction of existing and lacking assets• Data can be used to raise awareness about the availability of assets, develop or improve services and programs, or to apply for funding• Can generate a lot of community participation | <ul style="list-style-type: none">• Finding the right maps can be difficult, and mapping software can be expensive and difficult to use• Some community assets will be difficult to map if they don't have a physical location• Needs community buy-in and collaboration to adequately inventory up-to-date community resources |

Isms and Unequal Assets



What is Culture?



- Shared knowledge, attitudes, and beliefs, customs, values, communication styles, views of roles and relationships, and ways of life.
- Culture is more than language
- It is learned and dynamic
- A way of life
- It is not “exotic” or about “others”- part of all of us
- Goes beyond race and ethnicity

Cultural Humility



- Cultural humility is one construct for understanding and developing a process-oriented approach to competency.
- Lifelong commitment to self-evaluation and self-critique
- Fix power imbalances
- Develop partnerships with people and groups who advocate for others

Why is Cultural Humility Important?

- One of the main ingredients to closing gap on Health Disparities
- Culture and language may influence:
 - health, healing, and wellness belief systems
 - how illness, disease, and their causes are perceived
 - the behaviors and attitudes of patients/consumers
 - delivery of services





Self Reflection

- Identify your own cultural and family beliefs and values.
- Define your own personal culture/identity: ethnicity, age, experience, education, socio-economic status, gender, sexual orientation, religion...
- Are you aware of your personal biases and assumptions about people with different values than yours?
- Challenge yourself in identifying your own values as the “norm.”
- Describe a time when you became aware of being different from other people.

Cross Cultural Care

Humility

Empathy

Curiosity

Respect

Sensitivity

Awareness of outside influences on
woman/birthing person



Cultural Humility and
Connectedness to Community



Question & Answer



4th trimester
PROJECT™

Postpartum self-care information
hubs available in English & Spanish:

NewMomHealth.com / SaludMadre.com



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



#4THTRIMESTERPROJECT



Session 3 / 3

THANK
YOU!

Stay Connected! @4thTriProject



Thank You for Joining Us for Part 3 of the Maternal Health Equity and Well-being Learning Series

Please complete our evaluation of Part 3 before you go.

Missed part of the series or want to let others know about it? Access recordings and other family engagement resources by scanning THIS QR CODE:



Interested in additional Professional Learning?

The Essentials of Home Visiting accredited courses and webinars support home visiting in any model.

Learn more at StartEarly.org/TheEssentialsofHV

References

- Kansas University Work Group on Health Promotion and Community Development (2000). Chapter 3, Section 1: Developing a Plan for Identifying Local Needs and Resources. Lawrence, KS: University of Kansas. Retrieved June 17, 2003, from: [http://ctb.ku.edu/tools/en/sub_section_main_1043.htm /](http://ctb.ku.edu/tools/en/sub_section_main_1043.htm/)
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